

print it on a *Fineline*

Employ these Fineline business builders to help sell your product or service. Their beauty and utility assure constant use, thereby keeping your firm name foremost. And because replacement units are readily available, the life of these selling aids is prolonged indefinitely—extending the effectiveness of your message for years! Use these Fineline advertising aids and join the best known names in the business world.

*Quantity Prices  
On Request*

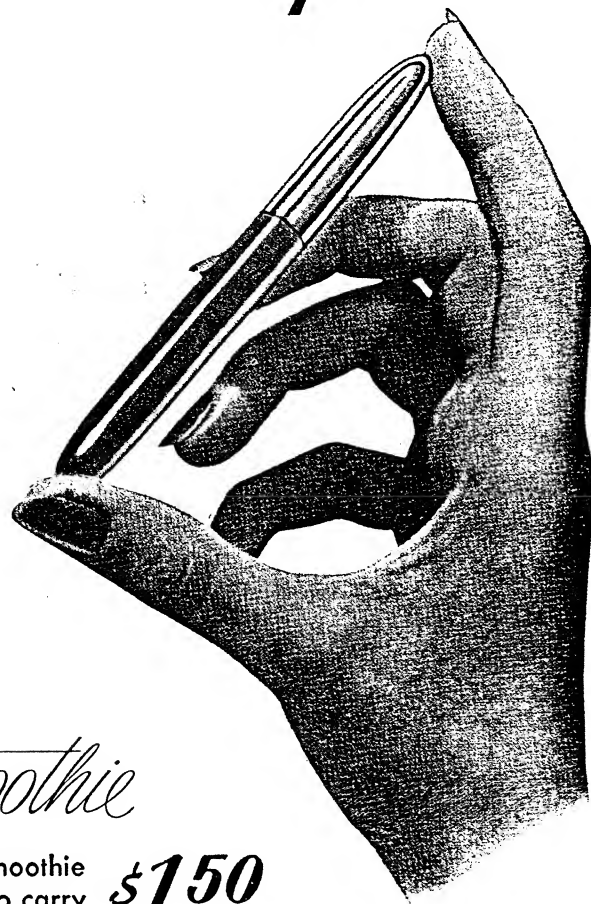
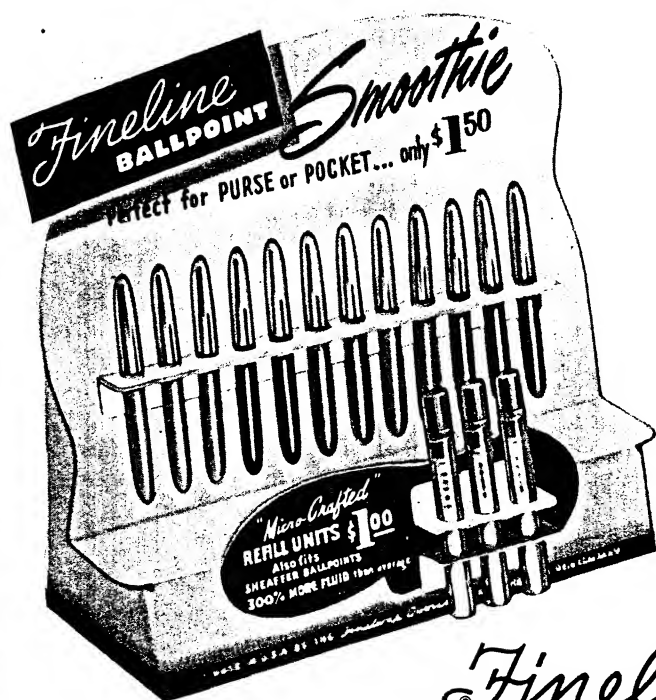
*Fineline Division, W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA, U. S. A.*



## Fineline BALLPOINTS

Perfect match for the Fineline Pen and Pencil, the Ballpoint is the ideal writing instrument for dozens of daily uses. Famed "Micro-Crafted" replacement unit assures dependable, long-life, skip-free performance.

**\$1<sup>50</sup>**



## Fineline Smoothie

Barely four inches long when closed, the Smoothie saves space in purse or pocket—handy to carry as your house key. Uses full-sized "Micro-Crafted" unit. Ideal for ladies, golfers, sportsmen. Choice of five pastel shades as shown.

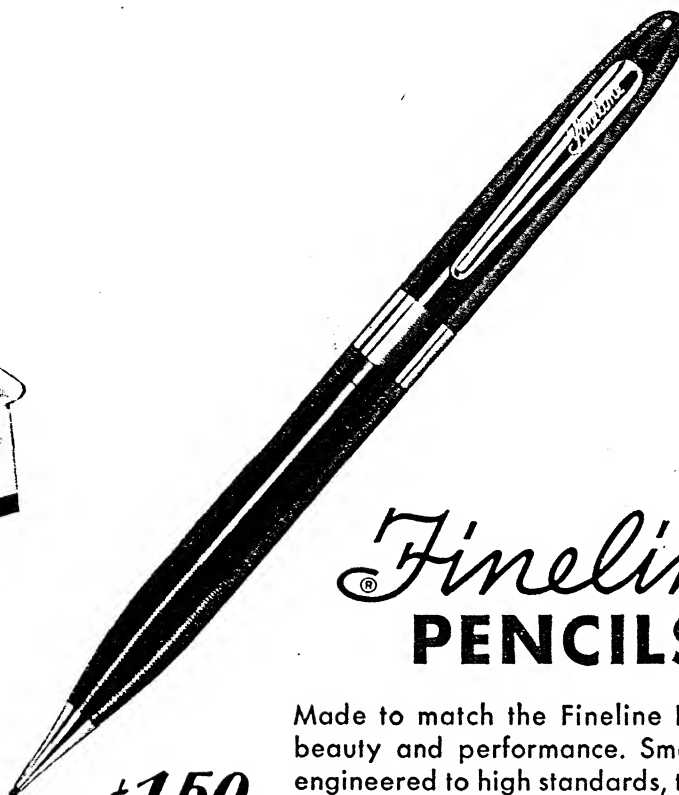
**\$1<sup>50</sup>**



## Fineline PENS

You could pay twice the price, yet get no more. Fineline Pens feature distinctive styling, faithful performance, dependability. Interchangeable point units in four writing styles.

**\$1.95**



## Fineline PENCILS

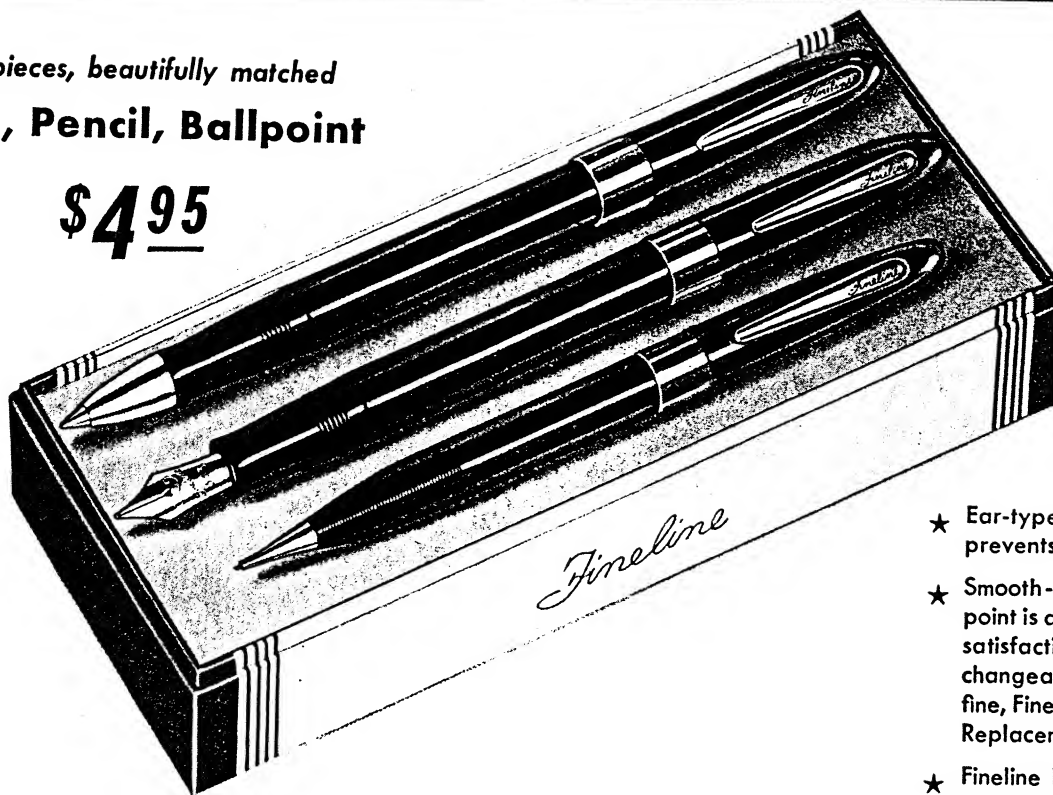
Made to match the Fineline Pen both in beauty and performance. Smartly-styled, engineered to high standards, they are designed for years of service. Replacement leads and erasers obtainable everywhere.

**\$1.50**

Fineline Pens and Fineline Pencils  
available in colors shown—  
Blue, Red, Green, Black.

3 pieces, beautifully matched  
**Pen, Pencil, Ballpoint**

**\$4<sup>95</sup>**

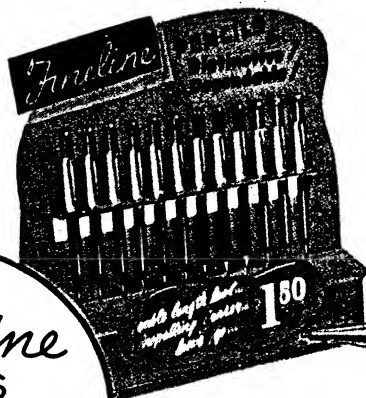


So very much for so very little! Every Fineline is made to exacting standards, at extremely moderate prices. Fineline Threesome offers a high quality writing instrument for every writing purpose. Pen, \$1.95; Pencil, \$1.50; Ballpoint, \$1.50. Pen and Pencil Ensemble, \$3.45. (Also sold separately).

- ★ Ear-type safety clip holds firmly—prevents loss.
- ★ Smooth-writing, specially-tipped point is designed to give enduring satisfaction. Choice of four interchangeable nib assemblies. Extra-fine, Fine, Medium and Shorthand. Replacements only 75¢.
- ★ Fineline Ballpoints are equipped with the famous "Micro-Crafted" replaceable unit...the finest ever developed for smooth, dependable ballpoint writing.
- ★ Sleeve tip on Fineline Pencils reduces lead breakage, helps withstand greater writing pressure. Spiral finger grip reduces finger fatigue, increases writing pleasure.

*Fineline*  
 PENCIL COLORS

- RED
- GREEN
- BLUE
- BLACK



*Fineline*  
 PENCILS  
 can be suitably  
 lithographed  
 or imprinted

*Fineline De Luxe* PENCIL



An exceptionally attractive pencil famed for its precision and dependability. Choice of white center section.

**\$1<sup>50</sup>**